Vol. 9 No. 1 Winter 1999

Network News

A News Update For **Nintendo** Servicers

Happy New Year!

By Dru Jordan

Ready or not the new year is upon us. It's a great time to evaluate where your business is going and how to improve. Dust off the goals from last year and compare them to your achievements. Hopefully, you'll see that your efforts were worthwhile and that you moved in a positive direction. Here at Nintendo's headquarters, we're doing the same. We're gathering technical, financial and supportive resources to move online as we go into the millennium. For those who have computers and internet access, you'll soon be able to find part numbers, procedural assistance and advertising images right from your desktop. We'll add an e-mail link so you can communicate with us whenever it's most convenient for you. Another major push for this quarter is simplifying our statements. After delving into a question posed by a servicer, I discovered just how painful the process was. Our goals for 1999 include making our process more efficient and beneficial for you. I hope you find our internet site and statement revisions in support of our goal.

Let Us Be Your Cash Machine

By Luther Smith

Are your payments coming up a little short? Are your payments and credits coming slower than expected? The problem may be either incorrect or incomplete information on your claims. Here are some helpful tips to prevent these problems from occurring:

1) Always call the VRU to check warranty status prior to taking in warranty repairs.

2) Please include complete customer information on all claims (name, address, city, state, zip code and phone number).

3) Make sure your service center number and the serial number of the unit are included on each claim form.

4) Please use the appropriate component number from the Component Quick Reference List as the model number on your claim forms.

5) Include only one major component per claim form. If the deck is repaired, list all parts used for the repair. All other components replaced must have their own claim form (We pay $7.50 handling per claim form). If just a component is replaced, list the serial number of the system, then use the part number in both the model number and parts section of the claim form.

Remember, just as with your ATM, when we receive the correct information the transaction is always quick and easy.

In-House Only

By Luther Smith

As we roll into 1999 and the post holiday rush, service centers will be bustling with Nintendo business. With all of the items that will be coming in, please remember

there are a number of items that should be referred back to Nintendo for repair. New items like the Game Boy® Color, the Game Boy® Printer and the Game Boy® Camera are still under house review and have yet to be released for repair in the field. The Ice Blue, Gold and the Extreme Green Game Boy pockets were produced in limited numbers and are restricted to in-house repair. Additional items confined to in-house repair are the Extreme Green, Atomic Purple, and Gold N64® controllers.

As a courtesy to the consumer, servicers can call the Consumer Service Hotline and have a consumer RA set up in the customer's name. Please be advised there is no reimbursement to the service center for this service. In addition, if it is not a warranty repair, payment must accompany the item.

Keep these things in mind and have a great 1999.

New Product Releases

By Dean O'Connor

Two new products were released in November, the N64 Expansion Pak™ and Game Boy Color. The N64 Expansion Pak will replace the Jumper Pak™ that plugs into the top of the N64. The Expansion Pak looks similar to the Jumper Pak except the Expansion Pak has a red plastic top.

The Game Boy Color comes in two different colors, clear purple and solid purple. Game Boy Color is compatible with all Game Boy games.

All repair questions for these products will need to be directed to Nintendo for the next few months. We will let you know when this part becomes available for servicers to order.

Service Bulletins

By Dean O'Connor

This is a reminder about the service bulletins that are contained in your manual. Please take a moment to review the details in these bulletins to determine if a special warranty could apply to some of your repairs. This is a complete list that should be in your manual:

NES
90354 - Power/Reset Switch Enhancement
91129 - NES-CPU PCB 06 Version Modification
91205 - Video Output Resistor (R2) Enhancement

SNES
91252 - Television Incompatibility

DMG
90291 - Liquid Crystal Display (LCD) Replacement
97252 - Problem with contact in power jack

Advertising News

By Lynnette Geltz

1) Turn on your repair service visibility:

Order the NEW purple service brochure today, Part #28881. It's FREE! We have lots of them, so get the word out!

All primary and secondary service centers received a copy of the updated service brochure in December.

Give them to every customer who walks into your repair center. All retail stores serviced by Nintendo will have these brochures soon. If you can handle the volume, contact your local retailers and ask the Manager of Customer Returns if you can provide them with YOUR service brochure that has your name, address and

phone number on it. Also, don't forget the military base or college campus in your area. They are sizable markets to tap into for repairs.

2) Advertising Claims:

Nintendo's fiscal year ends March 31. Remember to submit your advertising claims by FEBRUARY 26, 1999. You may mail them to Field Service Attn: Lynnette Geltz, or you can fax them to Lynnette at (425) 558-7129. Claims can include any promotional item with Nintendo service information including Yellow Page ads, pens, scratch pads, magnets, etc.

3) Nintendo Power® Magazine:

Watch for the February 1999 issue of the Nintendo Power Magazine! You will receive a copy. We are advertising the Service Repair network in this issue. Our plan is to include an ad in the Nintendo Power Magazine on a quarterly basis and more frequently as space allows. Continue to place these magazine issues on your service counter or in your lobby area so your customers can see them.

4) In development for 1999:

Here is a snapshot of a few projects in process or planned for 1999 to assist with developing and attracting new customers.

*RETAIL STORE POSTERS: We expect to receive retail store posters that are customer attention grabbers. In order for you to display them at your service center, we are developing an adhesive service sticker to be applied to these posters. The posters could then be hung in your service center or in booth displays during your local promotional events.

*CLIP ART: How would you like to have a computer disk with Nintendo clip art that you could provide to a marketing or advertising company? Well, we thought of that too. We are investigating the possibility of putting these on disk for you!

*VEHICLE GRAPHICS: Future project to be developed. Still in the planning stage.

Stay tuned for more information on these and other projects in future editions of the Network News!

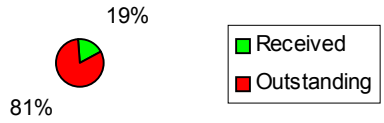
Hot Products

By Luther Smith

As promised, Nintendo has released a scorching hot line up for the holiday season. Fueled by mega hits Legend of Zelda®: Ocarina of Time™, Star Wars®: Rogue Squadron™ and F-Zero® X, Nintendo® 64 systems are flying off the shelves of local retailers. The timely release of the new N64 Expansion Pak™ only adds more heat to the fire by adding an additional four megs of RAM to enhance the larger more exciting games. The red topped Expansion Pak replaces the Jumper Pak™ in the top of the N64®.

Survey Says . . .

By Dean O'Connor



We sent out a survey regarding our newsletter on November 4, 1998. We received 37 responses and have documented the feedback. We appreciate this feedback and will make modifications to our newsletter so that it best fits your company's needs.

Here are some of the results and comments returned on the survey:

This is an average rating on a scale of 1-5

	Ease of Reading	Writing Style	Appearance	Interest	Relevance	Usefulness
Rating Avg.	4.3	4.3	4.4	4.0	4.0	4.1

Some comments made by servicer's:

Liked most:
"I like being kept up to date on Nintendo news & the holiday stock-up article reminded me to order extra" - *Authorized Services of Orlando*

Articles to see more of:
"Marketing suggestions" - *Shaver Service Center*

Articles to see less of:
"Product information" - *Warner Electronics*

As you can see, those who responded indicated the newsletter is hitting the mark. There is a significant number of non-respondents which prevents us from making a conclusive statement. We hope that future surveys yield a larger return rate and you find the time we invest to be worth your while.

Coffin's T.V., was established in 1962, and has been a Nintendo Authorized Repair Center[sm] since July 7, 1994. I recently asked Coffin's T.V. what they attributed their success to, how Nintendo plays a part in their success, how excellent customer service affects their bottom line and what do they see as the future for service centers:

Nintendo Network News
Publisher: Nintendo of America
National Field Service Department
Contributors: Field Service Staff
Layout: Dean O'Connor
Editor: Michael Hughes